



HEALTH COALITION

OF ALBERTA

Annual Report 2024



WHO WE ARE

The Health Coalition of Alberta is an alliance of health charities, patient groups, non-profit organizations, and individuals driven by a unified purpose. Through the strength of our membership, we have voice and influence into public health decisions that impact the health of Albertans.

Formed by a group of volunteers in 2006, the Health Coalition of Alberta formalized as a registered non-profit society in 2014. Our membership base quickly grew to one of the largest advocacy coalitions of this kind in Canada; more than 100 members inform our work.

We use a collaborative, solution-focused approach to engage with governments, health policy decision-makers and other stakeholders to achieve our goals.

We recognize that, for many reasons, not all users of the health care system choose to be referred to as patients. However, we use this collective term to positively reinforce the concept that the health care system must be effective for each person in care regardless of the services they receive or where they are served. It also differentiates the unique voice of people with lived experience from health care providers and other professionals.

The Health Coalition of Alberta purpose is to advocate for the adoption of a relational model of care that is centered on patient needs to achieve their full health potential. We support shared decision-making between the health care team and educated and informed patients in order to make choices that will have the most impact on not only the health but also the emotional and social needs of each individual.

We achieve our purpose by: advocating on key health care issues; educating our members and the public so they can engage effectively with the health care system; and, by raising awareness and stimulating dialogue around health care policy and service changes that impact Albertans.

Our VISION:

We envision a health care system where all Albertans have an equitable voice and access to services needed to achieve their full health potential.

PRESIDENT'S REPORT

As we reflect on 2024, the Health Coalition of Alberta (HCA) continued to grow as a strong, trusted voice for a health system where all Albertans have an equitable voice and access to care.

Throughout the year, the Board of Directors focused on providing strategic, responsive governance leadership that reflected our vision, purpose, and goals. A key priority was updating core governance tools. The Board introduced a new business continuity policy, reviewed membership and insurance procedures, and updated our policy and procedures manual to support a more resilient organization.

We also continued to strengthen our Board through the Mentorship Program, and in 2024 we welcomed four new directors who brought fresh perspectives and lived experience.

The Board provided strategic oversight to ensure HCA's advocacy efforts reflected our purpose of promoting relational, patient-centered care. Directors contributed to internal strategic discussions that reinforced HCA's credibility and ensured alignment with its values and long-term direction.

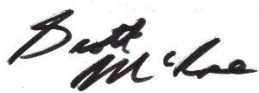
Thank you to our members, partners, and funders for your continued support and trust. Your contributions make it possible for the Health Coalition of Alberta to respond to a changing health landscape with clarity and credibility.

To our staff, thank you for your expertise and dedication. Your commitment drives the day-to-day impact of our efforts and ensures our values are reflected in everything we do.

And to my fellow Board Directors—thank you for your time and leadership. Your governance has helped strengthen HCA's foundation and guide its continued growth.

Together, we've built something meaningful and enduring. As we approach the 20th anniversary of the founding of the Health Coalition of Alberta, I'm inspired by how far we've come—and energized by the opportunities ahead to deepen our impact, grow our coalition, and advance equitable health care for all Albertans.

Respectfully submitted



Scott McRae
President

EXECUTIVE DIRECTOR'S REPORT

Thanks to the strength of our coalition, 2024 was a year of progress and connection. Together, we showed what's possible when advocacy is grounded in lived experience, supported by evidence, and backed by a network of committed members. Whether advancing vaccine education through our access report, advocating for greater transparency in decision-making, or supporting one another through shared learning, the Health Coalition of Alberta remained focused on what matters most: ensuring Albertans have equitable access to care and a voice in the policies that affect their lives.

Health system reform was the dominant issue in Alberta in 2024. As the province undertook major restructuring through its "health system refocusing" initiative, HCA worked to ensure patient and caregiver perspectives were present in the conversation. We attended government sessions, met with politicians and key decision-makers, asked critical questions, and advocated for changes that reflect the realities of those receiving care—not just the needs of the system. Our goal remains the same: to promote a relational model of care, one built on trust, continuity, and shared decision-making.

A core part of this work is advancing patient co-design. In 2024, we continued to champion this principle across research, policy, and health care delivery. We consistently ask: Were patients involved in designing this approach? This mindset is gaining traction, and we are seeing greater openness to integrating patient expertise from the start—not as an afterthought, but as a foundation for better decisions and outcomes.

We finalized new position statements on health equity and electronic medical records (EMRs), advocated for equitable vaccine access, and raised awareness about the end of federal COVID-19 vaccine funding. Our white paper and webinar on vaccine access were standout efforts that shaped our contributions to budget consultations and policy conversations.

We also took part in national dialogues around pharmacare, regulatory modernization, and evidence use. It's been encouraging to see our priorities reflected in the evolving work of the pan-Canadian Pharmaceutical Alliance, Canada's Drug Agency, PMPRB, and others—particularly when it comes to embedding patient perspectives in decisions that shape access and care.

The Health Coalition of Alberta continues to grow. New organizations joined organically in 2024, and many of you contributed by helping us amplify our work. We hosted four member webinars, continued our Coffee Catch Ups, and supported members through policy briefings, government updates, and peer learning opportunities.

Internally, we focused on the future—modernizing our administrative systems and exploring staffing models that support growth, fiscal responsibility, and operational capacity. These improvements help ensure HCA remains sustainable and responsive as we continue to evolve and will remain a focus into 2025.

One of the most valuable parts of this work is hearing directly from you—our members. Your experiences bring insight into the real-world health challenges Albertans face, and your stories often reveal gaps in the system that data alone can't capture. These perspectives shape our advocacy and help us push for meaningful change.

As a collaborative advocacy organization, our strength lies not only in the diversity of our coalition but also in the relationships we've built across the health system. We are trusted by decision-makers, advisors, and key stakeholders to bring forward thoughtful, informed perspectives that reflect the realities patients and caregivers face. That trust is earned through the credibility you help us build every day.

Thank you for your trust and your partnership. As we approach the 20th anniversary of the Health Coalition of Alberta, I'm more hopeful than ever about what we can achieve—together—by continuing to elevate patient and caregiver voices, advance co-designed solutions, and keep equity at the heart of everything we do.

2023 proved to be an eventful year in Alberta, marked by an intense election campaign that captured widespread attention across the province. Amidst this backdrop, the Health Coalition of Alberta (HCA) remained steadfast in our commitment to advocating for meaningful health care reform and advancing a relational model of care. We have made significant strides in advocating for our strategic priorities. As we embark on 2024, I am delighted to share a summary of our achievements over the past year.

Respectfully submitted,



Beth Kidd
Executive Director

Our ACTIONS:

- Advocate on key health care issues.
- Educate our members and the public so they can engage effectively with the health care system.
- Drive awareness and dialogue about policy and service changes impacting Albertans.

OPERATIONAL HIGHLIGHTS

Advocacy & Policy Development:

In 2024, the Health Coalition of Alberta advanced a broad suite of advocacy efforts focused on health equity, patient co-design, and relational care. A standout achievement was the publication of a Vaccine Access White Paper, which highlighted Alberta's vaccine funding gaps and inequities and now informs future advocacy. HCA finalized updated position statements on electronic medical records (EMRs), virtual care, and health equity, while reinforcing patient partnership principles across all communications and submissions. Nationally, HCA contributed to policy conversations on pharmacare, rare diseases, regulatory modernization, and outcomes-based agreements—consistently calling for greater transparency, meaningful patient involvement, and equitable access.

Government & Political Engagement:

HCA remained active in Alberta's evolving policy landscape throughout the province's major health system refocusing initiative. The Coalition attended government-led town halls and events, met with elected officials and senior decision-makers, submitted formal feedback to multiple consultations, and advocated for the inclusion of patient voices in new provincial structures such as Primary Care Alberta and Recovery Alberta. HCA also recommended the creation of a Ministerial Patient Advisory Council and emphasized the need for a relational model of care. At the federal level, HCA engaged with Health Canada, pCPA, PMPRB, and CADTH on topics such as pharmacare legislation, patient input mechanisms, and advisory roles.

Strategic Relationships & Collaboration:

The Health Coalition of Alberta deepened its partnerships across sectors by participating in high-impact events including Canada's Drug Agency's Symposium, Bio Alberta's Policy Day, Research Canada's mental health roundtable, Canadian Association for Healthcare Reimbursement Western Day, and the Institute for Health Economics's outcomes-based agreement discussions. The Coalition sustained collaborations with Innovative Medicines Canada, the Resilient Healthcare Coalition, the University of Alberta Faculty of Pharmacy, and multiple research teams. HCA continued to serve as a trusted voice in multi-stakeholder forums on data use, value frameworks, health equity, and caregiver support.

Membership Activity & Growth:

In 2024, the Health Coalition of Alberta continued to foster an active and informed coalition. Overall membership grew across all categories, with new individuals and organizations joining organically—reflecting increased visibility and credibility. The year saw meaningful participation from across the network. HCA hosted four member webinars, including briefings on health system reform and the vaccine white paper. Coffee Catch Ups provided space for peer learning

and connection, while members received tailored support with health technology assessment submission assistance, policy briefings, and targeted advocacy coaching. Member contributions to consultations and co-designed initiatives further demonstrated the Coalition's collaborative approach and the value of collective action.

Communications & Public Education:

In 2024, HCA expanded its communications and public education capacity through new partnerships and resource development. As a Community Service-Learning partner to University of Alberta Faculty of Pharmacy students, HCA supported the creation of draft infographics, educational videos, and a vaccine access app concept aimed at improving vaccine literacy and navigation. These tools are now under review to align with HCA's branding and messaging, with plans for phased rollout in 2025.

The Health Coalition of Alberta also strengthened its core communications by updating the website regularly with member news, policy briefs, and webinar recordings, and by publishing a new organizational land acknowledgment. Public visibility was maintained through consistent social media activity, speaking engagements, and member-facing updates.

Operations & Organizational Capacity:

The Health Coalition of Alberta surpassed its fundraising goal in 2024, receiving over \$170,000 in revenue to support the organization's strategic and tactical priorities. This funding enabled the delivery of key initiatives across advocacy, education, and coalition-building throughout the year. We are deeply grateful to our supporters and members for their generous contributions and continued confidence in our work.

With increased resources and activity, HCA made short-term staffing adjustments to help meet growing demands. We onboarded an administrative assistant and introduced a policy coordinator role—transitional positions that supported day-to-day operations while we assessed longer-term staffing models that balance growth with fiscal responsibility. Administrative systems were also reviewed and refined to improve efficiency and lay the groundwork for sustainable capacity in the years ahead.

TREASURER'S REPORT

I am pleased to present the Health Coalition of Alberta Society's Financial Statements for the 2024 fiscal year.

In the statement of financial position, the Health Coalition of Alberta ended the year with a strong net asset position of \$200K.

Revenues of \$171K were recognized in 2024, an increase of \$41K or 32% from the prior year, which includes \$164K in corporate support, \$3K in membership fees, and \$4K in interest income. The significant increase in revenue is primarily due to enhanced corporate support, driven by the strong efforts of the Executive Director and staff to cultivate and maintain relationships with our supporters and membership base. Their work on the vaccinations education project—focused on researching and identifying access issues for patients —also contributed meaningfully to this year's growth.

Overall expenditures of \$119K for 2024, an increase of \$6K or 5% from the prior year, which primarily relates to an anticipated increase in contractor hours during the year, offset by savings in many expenses throughout the year. The Health Coalition of Alberta experienced an operating surplus of \$53K for 2024, reflecting careful budgeting, cost efficiencies, and the timing of certain activities that will be supported by existing resources in early 2025.

The Health Coalition of Alberta's financial statements for 2024 will be provided to all voting members and shared at the AGM.

Respectfully submitted,



Karen Knutson
Treasurer

2024 CORPORATE SUPPORTERS

Funding from our Corporate Supporters helps the Health Coalition of Alberta to focus on achieving our strategic plan and our mission. We thank all our Corporate Supporters for their commitment to ensuring patients are included in health care decisions.

GOLD:



SILVER:

AbbVie Corporation

GSK Canada

Innovative Medicines Canada

Johnson & Johnson Innovative Medicine

Moderna, Inc.

Novartis Pharmaceuticals Canada Inc.

Sanofi Canada

BRONZE:

Eisai Limited

Hoffmann-La Roche Limited

Incyte Biosciences Canada Corporation

GIFT IN KIND:

Microsoft Canada

Canva

2024 BOARD OF DIRECTORS

President Scott McRae



Scott McRae works in the health charity sector after prior jobs as a writer and woodworker. Scott graduated from the University of British Columbia with a Bachelor of Arts in political science and currently lives in Calgary.

Vice-President Jeff MacKay



Jeff has been a patient his whole life and has the scars to prove it. In the process, he learned the importance and necessity of patient advocacy and experienced just how effective patient focused health care can be.

A transplanted bagpiper from the east coast, Jeff takes his triplets to hike and play in the mountains every chance he gets. Professionally, Jeff enables team-based and patient-inclusive care with technology and privacy compliance support as the Director of Marketing at Brightsquid Secure Communications Corp. Working with providers, administrators, and patients throughout Alberta and beyond has given Jeff a unique understanding of the challenges faced by everyone involved.

Treasurer Karen Knutson



Karen is a Holistic Nutrition Coach, helping people overcome health and wellness issues and related chronic conditions. She is based out of Calgary, Alberta and is also a CPA – CA with a Masters in Professional Accounting. Karen has over 15 years of experience in corporate accounting, finance, and leadership roles. Karen previously worked with professionals to help them gain control over their personal and professional finances. She was also the Manager of External Reporting & Internal Controls for WestJet and has served as a director and treasurer on various not-for-profit boards.

Secretary Heather Templeton



Heather began her healthcare career in 2008 as a Licensed Practical Nurse in long-term care and hospice. She then received her master's in leadership and ministry. Prior to her career in nursing, she worked in seniors' lodges and her desire to work with seniors grew. She has also worked for the Alzheimer Society of Calgary in their Club 36 program.

Heather is currently the Advocate Training and Education Coordinator at Open Arms Patient Advocacy and is a presenter and member of the planning committee of Dying with Dignity Calgary. In all her roles, ensuring the resident or patient was treated with dignity and respect is extremely important.

Director-at-Large Tim Battle



Tim has worked extensively in the non-profit sector, in education and various leadership roles. He also had broad experience in governance and currently sits on the board of directors for several organizations. Tim has been involved in several health advocacy initiatives and has a special interest in the areas of mental health and caregiver support. Tim has been an active member of the Health Coalition of Alberta since he joined in 2019.

Director-at-Large Julie Boucher



Julie Boucher is a dedicated professional with over 25 years of experience in the non-profit sector, specializing in advocacy, community engagement, and supporting family change. With a Bachelor's in Criminal Justice from Arizona State University, and an extensive experience in community outreach and family support services, Julie has a versatile and impactful skill set. She has a deep understanding of the challenges faced by diverse communities and addresses these issues with proactive, innovative, and progressive solutions. A passionate advocate for a better, more equitable world, Julie resides in Edmonton, with her two children and dog. She enjoys community events, traveling, and supporting local arts and culture.

Director-at-Large

Bev Dunn



Bev has nearly 40 years of experience as a Legal Assistant/Paralegal, specializing in Corporate Commercial, Banking, Securities, and Condominium law. She has served on several non-profit boards, using her corporate expertise and research skills to help develop organizational structure and policies. After retiring in 2018 due to Multiple Myeloma, Bev joined the Southern Alberta Myeloma Patient Society (SAMPS) in 2020 and became President in 2021. She is now Immediate Past President, continuing to support SAMPS and Myeloma Canada as a volunteer and patient advocate. Bev lives in Calgary with her husband, Edward, and their dog, Sophie, and cherishes time with grandchildren Raevyn and Ezra.

Director-at-Large

Matthew Kay



Matthew Kay has a rich background in supportive living and disability services. In his current role as Regional Director (Alberta) for March of Dimes Canada, he plays a pivotal role in delivering supportive living services, ensuring seniors and individuals with disabilities maintain independence and engage fully in their communities. In his previous role as the Executive Director (Alberta/NWT) for the Canadian National Institute for the Blind (CNIB), Matthew led initiatives to enhance vision loss rehabilitation services and ensure equal access for people with vision loss. Additionally, Matthew has also worked for multiple developmental disability organizations, fostering inclusion and improving the lives of those with developmental disabilities.

Director-at-Large

Kleio Pardoe



Kleio is a graduate of the University of Alberta, majoring in Human Geography and Planning with a focus on health and space. She is dedicated to patient advocacy, stemming from her own experiences navigating health services. Professionally, Kleio has worked in harm reduction for the past three years; advocating for more support for people living with STBBIs and those who use substance. She is passionate about universal and holistic healthcare being accessible and equitable. On her off time, she can be found exploring trails in Alberta or relaxing at a local coffee shop. Kleio is excited to be a part of the Health Coalition of Alberta as it unifies and paves the way for improved care for all.

Ex-Officio Teren Clarke



Teren is in her second term as a board member with Spinal Cord Injury Alberta and the Alberta Paraplegic Foundation. She is the former Chief Executive Officer with Spinal Cord Injury Alberta and Executive Director of the Alberta Paraplegic Foundation. In retirement since March 2020, she served as a patient and family advisor for the Strategic Clinical Network (SCN) for Neurology, Rehabilitation and Vision, an initiative of the Alberta Health Services. She has been an active participant in several working groups with the SCN. The network activities were disbanded in 2024 by Alberta Health Services related to changes in Government leadership and directions for health care. She previously served on the Executive Committee for the North American Spinal Cord Injury Consortium. Teren was with SCI Alberta since 2005. Prior to that, she worked with Muscular Dystrophy Canada between 1993 and 2005 in roles including National Director of Programs, Prairies Executive Director and Provincial Services Director. Teren earned a Bachelor of Nursing from the University of Calgary and a Masters in Management from McGill University.

Ex-Officio Fraser Hall



Fraser Hall has been a Services Specialist for Muscular Dystrophy Canada and is now in a fund devolvement role with MDC. In these roles, he work with various stakeholders who are affected by neuromuscular disorders, by helping navigate health care systems, community support, recreation opportunities, financial aid as well as sharing the impact the organization does with perspective donors. He also advocates for patient rights, caregiver support, and accessibility issues. He also has a background working with individuals with special needs and outdoor Education.

2024 STAFF LEADERSHIP PROFILE

Executive Director Beth Kidd



Beth has more than 25 years of experience in developing, directing, and implementing patient advocacy, government relations, public relations, and marketing strategies. Beth has spent most of her career in the health charity sector although she came to the Health Coalition of Alberta from the corporate world. A long-standing patient advocate, she is dedicated to improving equitable access to services and care by focusing on public policy and government relations. As both a patient living with a chronic disease and a family caregiver, she is Chair of Canada's Drug Agency's Patient and Community Advisory Committee, a volunteer member of Research Canada's Board of Directors, a member of Dementia Network Calgary's Strategic Council, a network development advisor with Alberta's International Medical Graduates Association and moderator of Alberta's Migraine Warriors.

Our GOALS

1. Foster a strong coalition.
2. Deliver member & public education.
3. Champion health equity.
4. Amplify patient & caregiver voice.
5. Promote a relational model of care.
6. Improve access to medications & medical devices.

OUR MEMBERS

Alberta Community Council on HIV	CNIB AB & NWT/ Vision Loss Rehab
Alberta Continuing Care Association	Creekside Support Services Ltd
Alberta Council on Aging	Crohn's and Colitis Canada
Alberta Hospice Palliative Care Association	Cystic Fibrosis Canada - Calgary & Southern
Alberta Pituitary Patient Society	AB Chapter
Alberta Seniors & Community Housing Association	Cystic Fibrosis Canada - Edmonton &
ALS Society of Alberta	Northern AB Chapter
Alzheimer Society of Calgary	Dementia Network Calgary
Alzheimer Society, Alberta and Northwest Territories	Diabetes Canada
Aplastic Anemia and Myelodysplasia Association of Canada/Network of Rare Blood Disorders	Easter Seals Alberta
Arthritis Society Canada	Edmonton Down Syndrome Society
Autism Society of Edmonton Area	Epilepsy Association of Calgary
Brain Care Centre	First Nations Technical Services Advisory Group Inc
Canadian Association for Porphyria	Gastrointestinal Society - Canadian Society of Intestinal Research
Canadian Association of Pompe	Greg's Wings
Canadian Cancer Society	Heart & Stroke
Canadian Cancer Survivor Network	HIV Network of Edmonton Society
Canadian Coalition of Global Health Research Alberta Chapter	Huntington Society of Canada, Southern Alberta
Canadian Liver Foundation	Kidney Foundation of Canada - Northern Alberta & Territories
Canadian Mental Health Association Edmonton Region	Kidney Foundation of Canada - Southern Alberta Branch
Canadian Mental Health Association, Alberta Division	Leukemia & Lymphoma Society of Canada
Canadian MPN Research Foundation	Living in Grace Foundation
Canadian Pulmonary Fibrosis Foundation	Lung Association - Alberta and NWT
Canadian Pulmonary Hypertension Association of Canada	Lupus Society of Alberta
Canadian Spondyloarthritis Association	March of Dimes
Canadian Down Syndrome Society	Migraine Canada
Caregivers Alberta	MS Canada
CARP Calgary Chapter	Muscular Dystrophy Canada - Prairies & NWT
CARP Edmonton Chapter	Myeloma Alberta Support Society
Cerebral Palsy Association in Alberta	Natural Health Practitioners Canada
	Oladele Foundation/African Cancer Support Group



Open Arms Patient Advocacy Society
Osteoporosis Canada - Alberta Chapter
Osteoporosis Canada - BC & Alberta Region
Parkinson Association of Alberta
Psoriasis Canada (formerly Canadian
Psoriasis Network/Canadian Association of
Psoriasis Patients)
Psychologists' Association of Alberta
SafeLink Alberta
Save Your Skin Foundation
Schizophrenia Society of Alberta
Southern Alberta Myeloma Patient Society
SouthWest Edmonton Seniors Association
Spina Bifida and Hydrocephalus Association
of Northern Alberta
Spinal Cord Injury Alberta
Turning Point Society
Unmasking the Reality of Lung Cancer
Ups and Downs - Calgary Down Syndrome
Association
Voice of Albertans with Disabilities
Christy Baines
Tim Battle
Judy Birdsell
Rick Brick
Kathy Kovacs Burns
Mary Chibuk
Teren Clarke
Shirley Duia
Beverley Dunn
Lynne Eikel
Salim Esmail
Sandra Fiolka

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Marichelle Rogers
Catherine Ryan
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Jennifer Vanderschaeghe/Shay J.
Vanderschaeghe
Joanne Wall
Kathy Watson
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